

# *Speaker Bio*



- ❖ **Seda Maurer** is a Strategist and a veteran User Experience (UX) Designer with a strong background in Digital Accessibility. She established the Seda Maurer Consulting, LLC in 2020 to follow her passion of helping organizations meet their accessibility compliance goals.
- ❖ **Seda** was instrumental in strategizing, leading, and established the Digital Accessibility Program, at Sabre. Seda is a thorough leader in User Experience and an advocate of Digital Accessibility as an important element of good UX. Seda also believes that having empathy is critical in designing inclusive and effective products.
- ❖ **Seda** enjoys mentoring and has presented talks on Empathy and Accessibility at local conferences and organizations. She specially enjoys mentoring women and ensuring that they are aware of their own value and worth!